

## Claims:

1. An interactive game wherein comprising:
  - a set of one or more game spaces;
  - a set of one or more advertising objects located within the game spaces;
  - a set of one or more players interacting with advertising objects in the game spaces while playing the game; and
  - an alpha player directing game play near the advertising objects.
2. The interactive game of Claim 1, wherein the alpha player directs game play by providing clues to the set of players.
3. The interactive game of Claim 1, wherein the alpha player directs game play by providing riddles to the set of players.
4. The interactive game of Claim 3, wherein the riddles are trivia questions.
5. The interactive game of Claim 4, wherein the trivia questions relate to an advertisement of a game sponsor.
6. The interactive game of Claim 3, wherein the riddles are portions of an advertisement of a game sponsor and a correct answer is a completion of the advertisement.
7. The interactive game of Claim 1, wherein the set of players subscribe to be eligible to play the interactive game.
8. The interactive game of Claim 1, wherein the advertising objects include information about a sponsor.

9. The interactive game of Claim 1, wherein the advertising objects include products from a sponsor.
10. The interactive game of Claim 1, wherein the advertising objects include advertisements from a sponsor.
11. The interactive game of Claim 1, wherein the game spaces include public places.
12. The interactive game of Claim 11, wherein the public places include Times Square.
13. The interactive game of Claim 1, wherein the game spaces include trade shows.
14. The interactive game of Claim 13, wherein the trade shows include toy trade shows.
15. The interactive game of Claim 1, wherein the game spaces include college campuses.
16. The interactive game of Claim 1, wherein the game spaces include theme parks.
17. The interactive game of Claim 1, wherein the game spaces include wild-life areas.
18. The interactive game of Claim 1, wherein the alpha player directs the game by generating puzzles.

19. The interactive game of Claim 18, wherein the alpha player generates a first number of puzzles.

20. The interactive game of Claim 19, wherein the players solve a first number of the puzzles to successfully complete the game.

21. The interactive game of Claim 19, wherein an additional second number of puzzles are generated by one or more of the players.

22. The interactive game of Claim 21, wherein the players solve a first number of the puzzles to successfully complete the game.

23. The interactive game of Claim 22, wherein the alpha player changes the first number of puzzles to alter characteristics of the game.

24. The interactive game of Claim 1, further comprising a treasure chest, wherein the game is completed by ascertaining a keyword which opens the treasure chest to reveal a prize.

25. A method of providing a game, the method comprising providing a one or more game spaces, each game space including at least one advertising object and a clue involving the advertising object, wherein upon solving the clue, a player proceeds from one game space to another game space.

26. The method of Claim 25, wherein knowledge of the game spaces are communicated to players located in a cell zone of the game space.

27. The method of Claim 25, wherein solving the at least one clue is accomplished in a cross-channel manner.

28. The method of Claim 27, wherein the cross-channel manner utilizes a cellular telephone.

29. The method of Claim 27, wherein the cross-channel manner utilizes a wireless personal digital assistant.

30. The method of Claim 27, wherein the cross-channel manner utilizes an Internet-connected computer.

31. The method of Claim 27, wherein the cross-channel manner utilizes a pay telephone.

32. The method of Claim 27, wherein the cross-channel manner utilizes an Internet web browser.

33. The method of Claim 27, wherein the cross-channel manner utilizes an Internet appliance.

34. The method of Claim 33, wherein the Internet appliance is an interactive television.

35. The method of Claim 27, wherein the cross-channel manner includes interfacing with users of a chat room.

36. The method of Claim 27, wherein the cross-channel manner includes interfacing with other players to determine a viability of dating.

37. The method of Claim 27, wherein the cross-channel manner includes providing an advertising profile to enter a solution to the clue.

38. The method of Claim 27, wherein the clue is provided free of charge after the player listens to an advertisement.

39. The method of Claim 27, wherein the clue is provided on a cost-basis without listening to an advertisement.